Application Number 10/612,896 /3
Amendment dated September 12, 2005
Reply to Final Office action of June 15, 2005

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Currently amended): A method for controlling a scrolling display, said method comprising:

providing a moving scroll having a plurality of sequences of bar codes, each sequence of bar codes identifying a corresponding display on said moving scroll, each sequence of bar codes comprising a "start reading" code and an associated data code, said associated data code identifying uniquely said corresponding display;

providing a display request comprising a request for a specific display on said moving scroll of said scrolling display;

moving said moving scroll to detect a "start reading" code;

reading the data code associated to said detected "start reading" code;

providing said specific display if said associated data code is representative of said scrolling display request; and

wherein each of said plurality of sequences of bar codes comprises a reference positioning code, said reference positioning code being located at a predetermined location in said sequences of bar codes;

further wherein said data code comprises bars having at least one of a first width and a second width, said first width being larger than said second width;

further wherein said reference positioning code and said "start reading code" are bars of the first width.

Claim 2 (Canceled).

Claim 3 (Canceled).

2

Application Number 10/612,896 *13*
Amendment dated September 12, 2005
Reply to Final Office action of June 15, 2005

Claim 4 (Canceled).

Claim 5 (Currently amended): The method as claimed in claim 1, ~~wherein said reference positioning code is a bar having a large width, further~~ wherein said reference positioning code is the fourth bar in said sequence of bar codes, further comprising adjusting said specific display prior providing said specific display using said reference positioning code.

Claim 6 (Canceled).

Claim 7 (Canceled).

Claim 8 (Canceled).

Claim 9 (Canceled).

Claim 10 (Canceled).

Claim 11 (Canceled).

Claim 12 (New): The method as claimed in claim 1, wherein each bar of said data code is of the second width.

Claim 13 (New): An apparatus for controlling a scroll of a scrolling display, said apparatus comprising:
        a scrolling display request unit providing a request signal;
        a scrolling display moving unit for moving said scroll according to a scrolling display moving control signal;

3

Application Number 10/612,898 /3
Amendment dated September 12, 2005
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a photo detection unit positioned to detect a sequence of bar codes placed along an edge of said scroll, said sequence of bar codes comprising:

a "start reading" code identifying a beginning of said sequence of bar codes;

a data code associated with said "start reading" code and comprising a plurality of bar codes identifying uniquely said corresponding display, each of said plurality of bar codes and its associated said "start reading" code being spaced by a predetermined space; and

a reference positioning code, said reference positioning code being located at a predetermined location in said sequence of bar codes, said reference positioning code being spaced from a neighboring code by said predetermined space; wherein said data code comprises bars having at least one of a first width and a second width, said first width being larger than said second width; further wherein said reference positioning code and said "start reading code" are bars of the first width; said photo detection unit providing a detected signal indicative of a corresponding sequence of bar codes read; and

a processing unit receiving said detected signal and said request signal and providing said scrolling display moving control signal.

Claim 14 (New): The scrolling display controlling apparatus as claimed in claim 13, further comprising an identification database connected to said processing unit for storing a plurality of allowable request signals.

Claim 15 (New): The scrolling display controlling apparatus as claimed in claim 14, wherein said identification database further comprises at least one of a current detected signal and a current request signal.

4